

IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1-29 Cancelled

30. Cancelled

31. (Previously Presented) A method comprising:

providing a primary electronic component having a first identifier stored therein, wherein the first identifier includes branding information corresponding to the primary electronic component;

providing a secondary electronic component having a second identifier stored therein, wherein the second identifier includes branding information corresponding to the secondary electronic component;

coupling the secondary component to the primary component;

comparing the first identifier to the second identifier;

operating the primary component in conjunction with the secondary component if the first identifier is compatible with the second identifier; and

operating the primary component without the secondary component if the first identifier is not compatible with the second identifier, wherein the secondary component continues operating if the first identifier is not compatible with the second identifier.

32. (Previously Presented) The method of claim 31, wherein compatible is matching or identical.

33-37 Cancelled

38. (Currently Amended) A method comprising:

providing a primary electronic component having a first identifier stored therein, wherein the first identifier includes branding information corresponding to the primary electronic component;

providing a secondary electronic component having a second identifier stored therein, wherein the second identifier includes branding information corresponding to the secondary electronic component;

coupling the secondary component to the primary component wherein coupling the secondary component to the primary component comprises coupling the secondary component to the primary component via a first interconnect which is configured to transfer data between the secondary component and the primary component during normal operation and via a second interconnect which is configured to transfer data between ~~the~~ a non-volatile memory and the primary component for the purposes of comparing the first identifier to the second identifier and wherein the first interconnect is a PCI bus;

comparing the first identifier to the second identifier;

operating the primary component in conjunction with the secondary component if the first identifier is compatible with the second identifier; and

operating the primary component without the secondary component if the first identifier is not compatible with the second identifier.

39. (Currently Amended) A method comprising:

providing a primary electronic component having a first identifier stored therein, wherein the first identifier includes branding information corresponding to the primary electronic component;

providing a secondary electronic component having a second identifier stored therein, wherein the second identifier includes branding information corresponding to the secondary electronic component;

coupling the secondary component to the primary component wherein coupling the secondary component to the primary component comprises coupling the secondary component to the primary component via a first interconnect which is configured to transfer data between the secondary component and the primary component during normal operation and via a second interconnect which is configured to transfer data between the a non-volatile memory and the primary component for the purposes of comparing the first identifier to the second identifier and wherein the second interconnect is an Inter-IC (I²C) bus;

comparing the first identifier to the second identifier;

operating the primary component in conjunction with the secondary component if the first identifier is compatible with the second identifier; and

operating the primary component without the secondary component if the first identifier is not compatible with the second identifier.

40. (Previously Presented) The method of claim 39, wherein the first identifier and the second identifier are OEM identities.

41. (Previously Presented) The method of claim 39, wherein comparing the first identifier to the second identifier is performed during boot-up.

42. Cancelled

43. (Currently Amended) A system comprising:
a primary component having a first memory, wherein the first memory has a first identifier stored therein and the first identifier includes branding information corresponding to the primary component; and
a secondary component having a second memory, wherein the second memory has a second identifier stored therein and the second identifier includes branding information corresponding to the secondary component, wherein the secondary component is configured to be coupled to the primary component, the primary component is configured to compare the first identifier to the second identifier, the primary component is configured to enable operation with the secondary component if the first identifier is compatible with the second identifier and operate without the secondary component if the first identifier is not compatible with the second identifier and wherein the secondary component is configured to continue operating if the first identifier is not compatible with the second identifier.

44. (Previously Presented) The system of claim 43, wherein compatible is matching or identical.

45-48 Cancelled

49. (Currently Amended) A system comprising:

a primary component having a first memory, wherein the first memory has a first identifier stored therein and the first identifier includes branding information corresponding to the primary component; and

a secondary component having a second memory, wherein the second memory has a second identifier stored therein and the second identifier includes branding information corresponding to the secondary component, the secondary component is configured to be coupled to the primary component, the primary component is configured to compare the first identifier to the second identifier, the primary component is configured to enable operation in conjunction with the secondary component if the first identifier is compatible with the second identifier and operate without the secondary component if the first identifier is not compatible with the second identifier, the secondary component is coupled to the primary component via a first interconnect which is configured to transfer data between the secondary component and the primary component during normal operation and via a second interconnect which is configured to transfer data between the a non-volatile memory and the primary component for the purposes of comparing the first identifier to the second identifier and wherein the first interconnect is a PCI bus.

50. (Currently Amended) A system comprising:

a primary component having a first memory, wherein the first memory has a first identifier stored therein and the first identifier includes branding information corresponding to the primary component; and

a secondary component having a second memory, wherein the second memory has a second identifier stored therein and the second identifier includes branding information corresponding to the secondary component, the secondary component is configured to be coupled to the primary component, the primary component is configured to compare the first identifier to the second identifier, the primary component is configured to enable operation in conjunction with the secondary component if the first identifier is compatible with the second identifier and operate without the secondary component if the first identifier is not compatible with the second identifier, the secondary component is coupled to the primary component via a first interconnect which is configured to transfer data between the secondary component and the primary component during normal operation and via a second interconnect which is configured to transfer data between ~~the~~ a non-volatile memory and the primary component for the purposes of comparing the first identifier to the second identifier and wherein the second interconnect is an Inter-IC (I²C) bus.

51. (Previously Presented) The system of claim 50, wherein the first identifier and the second identifier are OEM identities.

52. (Previously Presented) The system of claim 50, wherein comparing the first identifier to the second identifier is performed during boot-up.

53-55 Cancelled

56. (Currently Amended) An electrical component configured to have a secondary component coupled thereto, wherein the electrical component comprises:

a functional portion;

an interface configured to couple the functional portion to a secondary component,

wherein the a first interface comprises a PCI bus;

a memory configured to store a first identifier, wherein memory comprises a non-volatile memory, the first identifier includes branding information corresponding to the electrical component and the functional portion does not utilize the memory; and

a comparator configured to receive a second identifier, including branding information corresponding to the second component, from the secondary component and to compare the first identifier to the second identifier, wherein the comparator is configured to enable operation in conjunction with the secondary component if the first identifier is compatible with the second identifier and operate without the secondary component if the first identifier is not compatible with the second identifier.

57. (Previously Presented) The electrical component of claim 56, further comprising a serial bus configured to be coupled to the secondary component, wherein the electrical component is configured to receive the second identifier via the serial bus.

58. (Previously Presented) The electrical component of Claim 57, wherein the serial bus comprises an Inter-IC (I²C) bus.

59. (Previously Presented) The method of claim 38, wherein comparing the first identifier to the second identifier is performed during boot-up.

60. (Previously Presented) The method of claim 38, wherein the first identifier and the second identifier are OEM identities.

61. (Previously Presented) The system of claim 49, wherein the first identifier and the second identifier are OEM identities.

62. (Previously Presented) The system of claim 49, wherein comparing the first identifier to the second identifier is performed during boot-up:

63. (New) A method for operating components utilizing electronic branding, comprising:
- providing a first electronic component having a first identifier stored therein, wherein the first identifier includes branding information;
 - providing a second electronic component having a second identifier stored therein, wherein the second identifier includes branding information;
 - coupling the first electronic component to the second electronic component ;
 - comparing the first identifier to the second identifier;
 - operating the first component in conjunction with the secondary component if the first identifier is compatible with the second identifier;
 - operating the first component without the second component if the first identifier is not compatible with the second identifier; and
 - operating the second component with a third component if the first identifier is not compatible with the second identifier.